**Business Development Guide**

The purpose of this guide is to provide business proponents, and those who work with them, with a tool to assist in the business development process. The guide briefly outlines this process and, more importantly, highlights many of the considerable business development and operating resources available to individuals and businesses.

**The guide is divided into five main areas:**

1. Exploring the Idea
2. Evaluating the Idea – Feasibility
3. Developing the Business Plan
4. Implementing Your Business Plan
5. Ongoing Business Management.

There are several sub-sections within each of these broad areas, which identify additional sources of information to assist in the development process.

This guide is not intended to be a complete list of all available resources. Rather, the guide outlines a process and highlights some key resources that may be helpful.

It is not intended that a business proponent utilize all resources in this model. Depending on the phase the proponent is currently in, only some of the resources identified in this document will apply. Key resources, which are particular to a business development project, can be identified and used according to the type and nature of the business idea.

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